

Docket Management Branch (HFA-305)
Docket No. 98N-1038
Food and Drug Administration
5630 Fishers Lane, Room 1061
Rockville, MD 20852



4490 '99 MAY 19 P4:39

Dear Sirs:

I am disgusted by industry efforts to reduce the size of labeling for irradiated foods, use faux nomenclature such as "cold pasteurized" and to set an expiration date for any labeling of irradiated foods after consumers "have gotten used to it."

that any such issue is an insult to an informed, intelligent consumer.
As a consumer who values choice and honest labeling, I urge you to

* label all irradiated foods conspicuously with the word "Irradiated" and the Radura symbol.

all
* label irradiated ingredients to match labeling recommendations from the USDA and because consumers want irradiated ingredients labeled.

all
* label irradiated bulk produce with a prominent large sign so that consumers know that individual items have been irradiated.

all
* label irradiated foods permanently (no expiration date) as other foods are labeled. Consumers will always want to know that a food has been irradiation-processed since irradiation can affect the smell, taste, texture and nutrition of a food item and it may otherwise be confused with unprocessed food.

all
* label irradiated foods conspicuously (larger than ingredient-size unless it is part of an ingredient list) so that it is easily recognized in comparison to non-irradiated food.

No magnifying glass needed, by anyone, especially elderly.
Consumers want a choice and it's your job to provide adequate consumer labeling

Thank you.

Sincerely,

name:

Calvin A. Smith

address:

*16110 Fayer Rd.
Manchester, Michigan 48158*

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Comments due before May 18, 1999

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